

Other Direct Selling Establishments: 2002

Issued November 2004

EC02-44I-19

2002 Economic Census

Retail Trade

Industry Series



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-- Not applicable for this report.

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

The economic census is the major source of facts about the structure and functioning of the nation's economy. It provides essential information for government, business, industry, and the general public. Title 13 of the United States Code (Sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in "2" and "7."

The economic census furnishes an important part of the framework for such composite measures as the gross domestic product estimates, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions. Specific uses of economic census data include the following:

- Policymaking agencies of the federal government use the data to monitor economic activity and to assess the effectiveness of policies.
- State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

INDUSTRY CLASSIFICATIONS

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

BASIS OF REPORTING

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, villages, and boroughs. Respondents were required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from administrative sources is used as a basis for coding.

AVAILABILITY OF ADDITIONAL DATA

All results of the 2002 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

HISTORICAL INFORMATION

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1954, 1958, and 1963. Prior to that time, individual components of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart

from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some service trades in 1933. Censuses of construction, manufacturing, and the other business censuses were suspended during World War II.

The 1954 Economic Census was the first census to be fully integrated, providing comparable census data across economic sectors and using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at www.census.gov/econ/census02/guide. More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at www.census.gov/econ/www/history.html.

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Retail Trade

SCOPE

The Retail Trade sector (sector 44-45) comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods such as the broadcasting of "infomercials," the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes, are classified in this sector.

Exclusions. Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the federal government are not included.

The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve retail establishments within the same organization. Data for such establishments are classified according to the nature of the service they provide. For example, separate headquarters establishments are reported in NAICS sector 55, Management of Companies and Enterprises.

The reports described below exclude establishments of firms with no paid employees. These "nonemployers," typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, moderate for this sector, may be examined at www.census.gov/nonemployerimpact.

Definitions. Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 21 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, sales, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

Geographic Area Series. There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, sales, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole for detailed kind-of-business classifications.

Subject Series:

- **Product Lines.** This report presents data on major categories of products sold for establishments of firms with payroll by kind of business. Data are presented for the United States, states, and metropolitan and micropolitan statistical areas.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents sales, payroll, and employment data for the United States by sales size, by employment size, and by legal form of organization for establishments of firms with payroll; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

ZIP Code Statistics. This report presents data for establishments of firms with payroll by United States ZIP Code.

Other reports. Data for this sector are also included in reports with multisector coverage, including *Nonemployer Statistics*, *Comparative Statistics*, *Bridge Between 2002 NAICS and 1997 NAICS*, *Business Expenses*, and the Survey of Business Owners reports.

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Maps are available at www.census.gov/econ2002maps. Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for —

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.

-
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
 5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
 - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).
 - d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 2002 data are expressed in 2002 dollars, and 1997 data, in 1997 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). There were revisions to some industries in this sector for 2002.

For the retail trade sector, additional levels of detail for department stores and nonstore retailers are included in 2002 NAICS. Department stores are now further broken down into Department Stores (except Discount Department Stores) and Discount Department Stores. Electronic Shopping and Mail-Order Houses are now further broken down into Electronic Shopping, Electronic Auctions, and Mail-Order Houses.

RELIABILITY OF DATA

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data. Data presented in the Miscellaneous Subjects and Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data, as by the percentages shown in the tables. Precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors. More information on the reliability of the data is included in Appendix C, Methodology.

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts annual and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

CONTACTS FOR DATA USERS

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Retail Census Branch, 1-800-541-8345 or rcb@census.gov.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals
N	Not available or not comparable
S	Withheld because estimates did not meet publication standards
X	Not applicable
Z	Less than half the unit shown
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
l	50,000 to 99,999 employees
m	100,000 employees or more
r	Revised
–	Represents zero (page image/print only)
(CC)	Consolidated city
(IC)	Independent city

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
45439	Other direct selling establishments	22 416	22 380 952	3 776 176	905 050	148 702	16.5	6.4
454390	Other direct selling establishments	22 416	22 380 952	3 776 176	905 050	148 702	16.5	6.4
4543901	Direct selling, furniture, home furnishings, electronics, and appliances	5 960	5 495 319	914 609	214 423	36 826	15.4	5.9
4543902	Direct selling, books, periodicals, videos, and compact discs	1 341	1 341 099	196 974	47 837	10 194	16.5	6.3
4543903	Direct selling, other merchandise	15 115	15 544 534	2 664 593	642 790	101 682	17.0	6.6

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
45439	Other direct selling establishments 2002.. 1997..	22 416 14 867	22 380 952 14 581 600	3 776 176 2 491 192	148 702 117 461
454390	Other direct selling establishments 2002.. 1997..	22 416 14 867	22 380 952 14 581 600	3 776 176 2 491 192	148 702 117 461
4543901	Direct selling, furniture, home furnishings, electronics, and appliances 2002.. 1997..	5 960 4 284	5 495 319 3 617 293	914 609 551 054	36 826 29 503
4543902	Direct selling, books, periodicals, videos, and compact discs . . . 2002.. 1997..	1 341 1 263	1 341 099 1 751 884	196 974 324 225	10 194 19 475
4543903	Direct selling, other merchandise 2002.. 1997..	15 115 9 320	15 544 534 9 212 423	2 664 593 1 615 913	101 682 68 483

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
45439		Other direct selling establishments	22 416	X	22 380 952	X	100.0	56.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	4 233	7 309 756	6 289 235	86.0	28.1	43.6
	20108	Bottled, canned, or packaged soft drinks	908	591 904	303 112	51.2	1.4	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	3 744	7 006 803	5 986 123	85.4	26.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	707	321 378	137 792	42.9	.6	X
	20130	Alcoholic drinks served at the establishment	49	27 514	3 110	11.3	Z	X
	20140	Packaged liquor, wine, & beer	385	334 273	70 639	21.1	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	605	482 312	90 574	18.8	.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics	2 444	1 966 067	1 318 042	67.0	5.9	42.6
	20161	Prescriptions	25	41 933	24 155	57.6	.1	X
	20162	Nonprescription medicines	178	126 761	20 064	15.8	.1	X
	20163	Vitamins, minerals, & other dietary supplements	643	746 026	278 996	37.4	1.2	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs.	560	549 098	457 868	83.4	2.0	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	1 137	593 192	294 403	49.6	1.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	342	296 509	31 539	10.6	.1	X
	20167	Hearing aids & supplies	343	215 161	211 017	98.1	.9	X
	20180	Soaps, detergents, & household cleaners	764	530 662	105 764	19.9	.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	730	1 089 805	123 773	11.4	.6	X
	20200	Men's wear	1 202	1 015 190	593 482	58.5	2.7	X
	20220	Women's, juniors', & misses' wear	1 154	740 535	275 442	37.2	1.2	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	333	402 504	63 043	15.7	.3	X
	20260	Footwear, including accessories	810	551 779	237 797	43.1	1.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	206	99 578	27 074	27.2	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	1 797	998 707	693 588	69.4	3.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	1 250	1 402 154	573 858	40.9	2.6	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	224	639 530	106 469	16.6	.5	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	668	675 862	161 932	24.0	.7	41.2
	20321	Televisions	517	522 908	85 423	16.3	.4	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	260	292 652	76 509	26.1	.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	1 239	1 079 105	572 445	53.0	2.6	40.3
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	551	503 710	281 791	55.9	1.3	X
	20335	Records, tapes, audio tape books, & compact discs	674	508 159	207 329	40.8	.9	X
	20337	Musical instruments, sheet music, & related items	78	156 185	83 325	53.4	.4	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	1 005	1 209 619	735 612	60.8	3.3	X
	20360	Flooring & floor coverings	899	706 589	429 103	60.7	1.9	X
	20370	Computer hardware, software, & supplies, including computer game software	1 004	899 228	500 191	55.6	2.2	47.8
	20375	Computer & peripheral equipment	920	830 944	393 560	47.4	1.8	X
	20376	Prepackaged (off-the-shelf) computer software	436	418 413	106 631	25.5	.5	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	2 281	2 903 836	1 947 574	67.1	8.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 353	757 228	453 399	59.9	2.0	X
	20420	Books	1 113	1 385 191	783 932	56.6	3.5	X
	20440	Photographic equipment & supplies	78	95 303	14 104	14.8	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	601	325 327	65 479	20.1	.3	32.8
	20461	Toys, including wheel goods	292	149 896	15 641	10.4	.1	X
	20462	Games, including video & electronic games	110	75 934	13 350	17.6	.1	X
	20463	Hobby goods	241	117 627	36 488	31.0	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	175	171 923	69 966	40.7	.3	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	491	396 901	269 578	67.9	1.2	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	933	825 642	544 515	66.0	2.4	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	1 962	1 919 411	1 301 302	67.8	5.8	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	200	205 907	99 120	48.1	.4	X
	20670	Paint & sundries	175	155 321	66 565	42.9	.3	X
	20690	Wallpaper & other flexible wallcoverings	122	77 656	8 546	11.0	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
45439		Other direct selling establishments—Con.						
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	7	4 042	155	3.8	Z	X
	20720	Automotive fuels	166	176 586	27 364	15.5	.1	X
	20730	Automotive lubricants, including oil, greases, etc.	198	228 038	24 411	10.7	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories	141	122 894	3 111	2.5	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	56	96 842	8 707	9.0	Z	X
	20800	Pets, pet foods, & pet supplies	277	335 843	46 709	13.9	.2	X
	20850	All other merchandise	4 582	4 870 118	2 924 072	60.0	13.1	41.0
	20851	Stationery products, including stationery, tablets, pads, & related products	535	514 158	150 534	29.3	.7	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	358	380 395	101 498	26.7	.5	X
	20853	Office & school supplies	778	908 077	447 787	49.3	2.0	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	473	497 986	167 539	33.6	.7	X
	20855	Greeting cards	384	180 236	21 273	11.8	.1	X
	20856	Magazines & newspapers	1 040	1 222 382	293 702	24.0	1.3	X
	20859	Luggage & leather goods	87	96 592	19 069	19.7	.1	X
	20861	Antiques, items over 100 years old	222	372 490	224 174	60.2	1.0	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply	269	383 920	107 405	28.0	.5	X
	20863	Art goods, including original pictures & sculptures	646	422 958	302 487	71.5	1.4	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	774	1 104 785	757 732	68.6	3.4	X
	20879	Artificial/silk flowers, plants, & trees	273	117 250	17 703	15.1	.1	X
	20883	All other merchandise	447	464 571	313 169	67.4	1.4	X
	29810	All other merchandise	930	1 094 220	108 870	10.0	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	2 924	2 892 862	499 378	17.3	2.2	X
454390		Other direct selling establishments	22 416	X	22 380 952	X	100.0	56.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	4 233	7 309 756	6 289 235	86.0	28.1	43.6
	20108	Bottled, canned, or packaged soft drinks	908	591 904	303 112	51.2	1.4	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	3 744	7 006 803	5 986 123	85.4	26.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	707	321 378	137 792	42.9	.6	X
	20130	Alcoholic drinks served at the establishment	49	27 514	3 110	11.3	Z	X
	20140	Packaged liquor, wine, & beer	385	334 273	70 639	21.1	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	605	482 312	90 574	18.8	.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics	2 444	1 966 067	1 318 042	67.0	5.9	42.6
	20161	Prescriptions	25	41 933	24 155	57.6	.1	X
	20162	Nonprescription medicines	178	126 761	20 064	15.8	.1	X
	20163	Vitamins, minerals, & other dietary supplements	643	746 026	278 996	37.4	1.2	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	560	549 098	457 868	83.4	2.0	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	1 137	593 192	294 403	49.6	1.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	342	296 509	31 539	10.6	.1	X
	20167	Hearing aids & supplies	343	215 161	211 017	98.1	.9	X
	20180	Soaps, detergents, & household cleaners	764	530 662	105 764	19.9	.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	730	1 089 805	123 773	11.4	.6	X
	20200	Men's wear	1 202	1 015 190	593 482	58.5	2.7	X
	20220	Women's, juniors', & misses' wear	1 154	740 535	275 442	37.2	1.2	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	333	402 504	63 043	15.7	.3	X
	20260	Footwear, including accessories	810	551 779	237 797	43.1	1.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	206	99 578	27 074	27.2	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	1 797	998 707	693 588	69.4	3.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	1 250	1 402 154	573 858	40.9	2.6	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	224	639 530	106 469	16.6	.5	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	668	675 862	161 932	24.0	.7	41.2
	20321	Televisions	517	522 908	85 423	16.3	.4	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	260	292 652	76 509	26.1	.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	1 239	1 079 105	572 445	53.0	2.6	40.3
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	551	503 710	281 791	55.9	1.3	X
	20335	Records, tapes, audio tape books, & compact discs	674	508 159	207 329	40.8	.9	X
	20337	Musical instruments, sheet music, & related items	78	156 185	83 325	53.4	.4	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
454390		Other direct selling establishments—Con.						
	20340	Furniture, sleep equipment & outdoor/patio furniture	1 005	1 209 619	735 612	60.8	3.3	X
	20360	Flooring & floor coverings.....	899	706 589	429 103	60.7	1.9	X
	20370	Computer hardware, software, & supplies, including computer game software.....	1 004	899 228	500 191	55.6	2.2	47.8
	20375	Computer & peripheral equipment	920	830 944	393 560	47.4	1.8	X
	20376	Prepackaged (off-the-shelf) computer software	436	418 413	106 631	25.5	.5	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	2 281	2 903 836	1 947 574	67.1	8.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 353	757 228	453 399	59.9	2.0	X
	20420	Books	1 113	1 385 191	783 932	56.6	3.5	X
	20440	Photographic equipment & supplies	78	95 303	14 104	14.8	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	601	325 327	65 479	20.1	.3	32.8
	20461	Toys, including wheel goods	292	149 896	15 641	10.4	.1	X
	20462	Games, including video & electronic games	110	75 934	13 350	17.6	.1	X
	20463	Hobby goods	241	117 627	36 488	31.0	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	175	171 923	69 966	40.7	.3	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	491	396 901	269 578	67.9	1.2	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	933	825 642	544 515	66.0	2.4	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	1 962	1 919 411	1 301 302	67.8	5.8	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	200	205 907	99 120	48.1	.4	X
	20670	Paint & sundries	175	155 321	66 565	42.9	.3	X
	20690	Wallpaper & other flexible wallcoverings	122	77 656	8 546	11.0	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	7	4 042	155	3.8	Z	X
	20720	Automotive fuels	166	176 586	27 364	15.5	.1	X
	20730	Automotive lubricants, including oil, greases, etc.	198	228 038	24 411	10.7	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories	141	122 894	3 111	2.5	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	56	96 842	8 707	9.0	Z	X
	20800	Pets, pet foods, & pet supplies	277	335 843	46 709	13.9	.2	X
	20850	All other merchandise	4 582	4 870 118	2 924 072	60.0	13.1	41.0
	20851	Stationery products, including stationery, tablets, pads, & related products	535	514 158	150 534	29.3	.7	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper.....	358	380 395	101 498	26.7	.5	X
	20853	Office & school supplies	778	908 077	447 787	49.3	2.0	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	473	497 986	167 539	33.6	.7	X
	20855	Greeting cards	384	180 236	21 273	11.8	.1	X
	20856	Magazines & newspapers	1 040	1 222 382	293 702	24.0	1.3	X
	20859	Luggage & leather goods	87	96 592	19 069	19.7	.1	X
	20861	Antiques, items over 100 years old	222	372 490	224 174	60.2	1.0	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply	269	383 920	107 405	28.0	.5	X
	20863	Art goods, including original pictures & sculptures	646	422 958	302 487	71.5	1.4	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons.....	774	1 104 785	757 732	68.6	3.4	X
	20879	Artificial/silk flowers, plants, & trees	273	117 250	17 703	15.1	.1	X
	20883	All other merchandise	447	464 571	313 169	67.4	1.4	X
	29810	All other merchandise	930	1 094 220	108 870	10.0	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	2 924	2 892 862	499 378	17.3	2.2	X
4543901		Direct selling, furniture, home furnishings, electronics, and appliances ...	5 960	X	5 495 319	X	100.0	62.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	51	179 697	7 364	4.1	.1	56.1
	20108	Bottled, canned, or packaged soft drinks	13	9 202	715	7.8	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	38	170 495	6 649	3.9	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	7	6 594	110	1.7	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	15	92 651	1 374	1.5	Z	X
	20180	Soaps, detergents, & household cleaners	26	15 827	659	4.2	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	17	8 957	440	4.9	Z	X
	20200	Men's wear	11	20 058	1 099	5.5	Z	X
	20220	Women's, juniors', & misses' wear	15	12 584	1 484	11.8	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	9	11 870	385	3.2	Z	X
	20260	Footwear, including accessories	7	18 135	2 088	11.5	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	40	23 410	1 264	5.4	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	1 725	924 093	664 824	71.9	12.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	1 008	602 232	451 495	75.0	8.2	X

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			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
4543901		Direct selling, furniture, home furnishings, electronics, and appliances— Con.						
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	97	214 537	98 201	45.8	1.8	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	332	299 825	90 178	30.1	1.6	46.1
	20321	Televisions	302	288 734	75 008	26.0	1.4	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	115	144 054	15 170	10.5	.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	555	513 043	316 420	61.7	5.8	43.9
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	513	475 740	280 864	59.0	5.1	X
	20335	Records, tapes, audio tape books, & compact discs	16	6 593	193	2.9	Z	X
	20337	Musical instruments, sheet music, & related items	45	91 265	35 363	38.7	.6	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	751	940 854	689 278	73.3	12.5	X
	20360	Flooring & floor coverings	817	628 555	371 264	59.1	6.8	X
	20370	Computer hardware, software, & supplies, including computer game software	854	728 185	478 203	65.7	8.7	60.7
	20375	Computer & peripheral equipment	800	664 549	371 946	56.0	6.8	X
	20376	Prepackaged (off-the-shelf) computer software	399	407 405	106 257	26.1	1.9	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	1 278	2 089 265	1 809 386	86.6	32.9	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	68	31 488	1 704	5.4	Z	X
	20420	Books	29	148 319	9 947	6.7	.2	X
	20440	Photographic equipment & supplies	33	53 799	13 793	25.6	.3	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	24	28 905	1 484	5.1	Z	61.6
	20461	Toys, including wheel goods	20	17 071	1 111	6.5	Z	X
	20462	Games, including video & electronic games	10	22 933	373	1.6	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	81	49 348	7 638	15.5	.1	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	40	161 013	5 056	3.1	.1	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	55	42 534	29 620	69.6	.5	X
	20670	Paint & sundries	17	13 244	330	2.5	Z	X
	20690	Wallpaper & other flexible wallcoverings	101	48 743	2 638	5.4	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	15	11 595	934	8.1	Z	X
	20850	All other merchandise	601	707 797	183 873	26.0	3.3	50.0
	20851	Stationery products, including stationery, tablets, pads, & related products	13	4 792	248	5.2	Z	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	37	50 990	2 800	5.5	.1	X
	20853	Office & school supplies	85	63 978	7 616	11.9	.1	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	265	302 994	141 669	46.8	2.6	X
	20855	Greeting cards	30	21 977	211	1.0	Z	X
	20856	Magazines & newspapers	13	175 045	2 080	1.2	Z	X
	20859	Luggage & leather goods	15	19 415	633	3.3	Z	X
	20861	Antiques, items over 100 years old	89	75 069	7 127	9.5	.1	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply	93	85 827	5 700	6.6	.1	X
	20863	Art goods, including original pictures & sculptures	111	89 713	5 893	6.6	.1	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	28	32 629	1 526	4.7	Z	X
	20879	Artificial/silk flowers, plants, & trees	82	49 100	965	2.0	Z	X
	20883	All other merchandise	46	48 477	7 405	15.3	.1	X
	29810	All other merchandise	156	162 991	16 816	10.3	.3	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	1 377	1 056 695	232 892	22.0	4.2	X
4543902		Direct selling, books, periodicals, videos, and compact discs	1 341	X	1 341 099	X	100.0	56.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	17	12 217	899	7.4	.1	56.3
	20108	Bottled, canned, or packaged soft drinks	11	3 523	219	6.2	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	14	9 657	680	7.0	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	6	3 004	107	3.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	23	5 807	751	12.9	.1	X
	20160	Drugs, health aids, beauty aids, including cosmetics	9	3 098	54	1.7	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	40	39 831	27 868	70.0	2.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	117	141 781	61 182	43.2	4.6	35.8
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	117	141 781	61 182	43.2	4.6	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
4543902		Direct selling, books, periodicals, videos, and compact discs—Con.						
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	349	317 505	177 818	56.0	13.3	37.4
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	9	4 747	36	.8	Z	X
	20335	Records, tapes, audio tape books, & compact discs	349	317 505	177 752	56.0	13.3	X
	20370	Computer hardware, software, & supplies, including computer game software	29	5 338	376	7.0	Z	56.3
	20375	Computer & peripheral equipment	6	1 076	90	8.4	Z	X
	20376	Prepackaged (off-the-shelf) computer software	23	4 262	286	6.7	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	20	2 991	121	4.0	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. . . .	20	7 738	644	8.3	Z	X
	20420	Books	635	807 221	758 747	94.0	56.6	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	86	56 259	1 958	3.5	.1	45.9
	20461	Toys, including wheel goods	72	54 109	1 405	2.6	.1	X
	20462	Games, including video & electronic games	14	3 494	457	13.1	Z	X
	20463	Hobby goods	9	2 041	96	4.7	Z	X
	20850	All other merchandise	701	855 688	278 777	32.6	20.8	X
	29810	All other merchandise	29	18 454	1 408	7.6	.1	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	91	72 795	30 000	41.2	2.2	X
4543903		Direct selling, other merchandise	15 115	X	15 544 534	X	100.0	55.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	4 165	7 117 842	6 280 972	88.2	40.4	41.9
	20108	Bottled, canned, or packaged soft drinks	884	579 179	302 178	52.2	1.9	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	3 692	6 826 651	5 978 794	87.6	38.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	696	316 176	136 201	43.1	.9	X
	20130	Alcoholic drinks served at the establishment	49	27 514	3 110	11.3	Z	X
	20140	Packaged liquor, wine, & beer	380	329 855	70 277	21.3	.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	575	469 911	89 713	19.1	.6	X
	20160	Drugs, health aids, beauty aids, including cosmetics	2 420	1 870 318	1 316 614	70.4	8.5	43.2
	20161	Prescriptions	25	41 933	24 155	57.6	.2	X
	20162	Nonprescription medicines	176	124 619	20 048	16.1	.1	X
	20163	Vitamins, minerals, & other dietary supplements	634	742 928	278 942	37.5	1.8	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	558	546 956	457 852	83.7	2.9	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	1 133	561 638	293 229	52.2	1.9	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	331	237 512	31 371	13.2	.2	X
	20167	Hearing aids & supplies	343	215 161	211 017	98.1	1.4	X
	20180	Soaps, detergents, & household cleaners	738	514 835	105 105	20.4	.7	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	673	1 041 017	95 465	9.2	.6	X
	20200	Men's wear	1 188	994 850	592 383	59.5	3.8	X
	20220	Women's, juniors', & misses' wear	1 139	727 951	273 958	37.6	1.8	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	324	390 634	62 658	16.0	.4	X
	20260	Footwear, including accessories	803	533 644	235 709	44.2	1.5	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	166	76 168	25 810	33.9	.2	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	72	74 614	28 764	38.6	.2	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	242	799 922	122 363	15.3	.8	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	124	424 832	8 241	1.9	.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	219	234 256	10 572	4.5	.1	41.6
	20321	Televisions	215	234 174	10 415	4.4	.1	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	28	6 817	157	2.3	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	335	248 557	78 207	31.5	.5	42.6
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	29	23 223	891	3.8	Z	X
	20335	Records, tapes, audio tape books, & compact discs	309	184 061	29 384	16.0	.2	X
	20337	Musical instruments, sheet music, & related items	29	64 491	47 932	74.3	.3	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	254	268 765	46 334	17.2	.3	X
	20360	Flooring & floor coverings	82	78 034	57 839	74.1	.4	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
						As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)			
4543903		Direct selling, other merchandise—Con.						
	20370	Computer hardware, software, & supplies, including computer game software	121	165 705	21 612	13.0	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	983	811 580	138 067	17.0	.9	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 265	718 002	451 051	62.8	2.9	X
	20420	Books	449	429 651	15 238	3.5	.1	X
	20440	Photographic equipment & supplies	45	41 504	311	.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	491	240 163	62 037	25.8	.4	25.5
	20461	Toys, including wheel goods	200	78 716	13 125	16.7	.1	X
	20462	Games, including video & electronic games	86	49 507	12 520	25.3	.1	X
	20463	Hobby goods	232	115 586	36 392	31.5	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	175	171 923	69 966	40.7	.5	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	487	395 142	269 138	68.1	1.7	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	852	776 294	536 877	69.2	3.5	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	1 922	1 758 398	1 296 246	73.7	8.3	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	145	163 373	69 500	42.5	.4	X
	20670	Paint & sundries	158	142 077	66 235	46.6	.4	X
	20690	Wallpaper & other flexible wallcoverings	21	28 913	5 908	20.4	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	7	4 042	155	3.8	Z	X
	20720	Automotive fuels	166	176 586	27 364	15.5	.2	X
	20730	Automotive lubricants, including oil, greases, etc.	198	228 038	24 411	10.7	.2	X
	20740	Automotive tires, tubes, batteries, parts, accessories	126	111 299	2 177	2.0	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal	56	96 842	8 707	9.0	.1	X
	20800	Pets, pet foods, & pet supplies	272	252 754	45 555	18.0	.3	X
	20850	All other merchandise	3 280	3 306 633	2 461 422	74.4	15.8	43.9
	20851	Stationery products, including stationery, tablets, pads, & related products	496	491 200	149 801	30.5	1.0	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	317	328 977	98 678	30.0	.6	X
	20853	Office & school supplies	689	839 290	440 073	52.4	2.8	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	208	194 992	25 870	13.3	.2	X
	20855	Greeting cards	332	141 325	20 429	14.5	.1	X
	20856	Magazines & newspapers	359	220 255	14 596	6.6	.1	X
	20859	Luggage & leather goods	72	77 177	18 436	23.9	.1	X
	20861	Antiques, items over 100 years old	129	291 149	216 972	74.5	1.4	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply	176	298 093	101 705	34.1	.7	X
	20863	Art goods, including original pictures & sculptures	531	329 771	296 524	89.9	1.9	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	731	1 065 199	756 092	71.0	4.9	X
	20879	Artificial/silk flowers, plants, & trees	191	68 150	16 738	24.6	.1	X
	20883	All other merchandise	397	414 751	305 508	73.7	2.0	X
	29810	All other merchandise	745	912 775	90 646	9.9	.6	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	1 456	1 763 372	236 486	13.4	1.5	X

¹Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Sales of establishments reporting product line sales as percent of total sales.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
45439	Other direct selling establishments						
	All firms	22 416	22 380 952	100.0	3 776 176	905 050	148 702
	4 largest firms	528	3 227 974	14.4	521 742	128 715	15 114
	8 largest firms	642	4 103 357	18.3	662 168	159 883	18 818
	20 largest firms	1 210	5 443 067	24.3	838 908	205 305	28 681
	50 largest firms	1 409	6 838 658	30.6	1 003 327	245 803	34 188
454390	Other direct selling establishments						
	All firms	22 416	22 380 952	100.0	3 776 176	905 050	148 702
	4 largest firms	528	3 227 974	14.4	521 742	128 715	15 114
	8 largest firms	642	4 103 357	18.3	662 168	159 883	18 818
	20 largest firms	1 210	5 443 067	24.3	838 908	205 305	28 681
	50 largest firms	1 409	6 838 658	30.6	1 003 327	245 803	34 188
4543901	Direct selling, furniture, home furnishings, electronics, and appliances						
	All firms	5 960	5 495 319	100.0	914 609	214 423	36 826
	4 largest firms	370	994 205	18.1	106 536	21 404	7 265
	8 largest firms	374	1 206 142	21.9	121 882	25 201	7 616
	20 largest firms	414	1 543 095	28.1	167 626	36 254	8 975
	50 largest firms	472	1 913 677	34.8	224 630	49 582	10 433
4543902	Direct selling, books, periodicals, videos, and compact discs						
	All firms	1 341	1 341 099	100.0	196 974	47 837	10 194
	4 largest firms	7	496 803	37.0	42 840	10 841	1 766
	8 largest firms	11	614 218	45.8	56 616	14 919	2 387
	20 largest firms	25	741 634	55.3	78 822	20 253	3 234
	50 largest firms	66	864 241	64.4	103 269	25 767	4 452
4543903	Direct selling, other merchandise						
	All firms	15 115	15 544 534	100.0	2 664 593	642 790	101 682
	4 largest firms	633	2 775 424	17.9	556 933	141 874	16 797
	8 largest firms	775	3 446 572	22.2	633 550	157 945	18 396
	20 largest firms	952	4 443 955	28.6	738 326	186 290	22 034
	50 largest firms	1 065	5 390 103	34.7	865 769	215 914	25 491

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Includes tips and gratuities received by employees from patrons and reported to employers. Excludes payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

ESTABLISHMENTS

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other federal agencies were used instead of a census report, no information was available on the number of locations operated. Each retail trade establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 2002.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe stores" classification.

FIRMS

A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

FIRST-QUARTER PAYROLL

Represents payroll paid to persons employed at any time during the quarter January to March 2002.

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are

proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

SALES

Includes merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; gasoline, liquor, tobacco, and other excise taxes that are paid by the manufacturer or wholesaler and passed on to the retailer; and shipping and handling receipts.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. Sales do not include carrying or other credit charges; sales and other taxes (including Hawaii's General Excise Tax) collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

45439 OTHER DIRECT SELLING ESTABLISHMENTS

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

454390 OTHER DIRECT SELLING ESTABLISHMENTS

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543901 DIRECT SELLING, FURNITURE, HOME FURNISHINGS, ELECTRONICS, AND APPLIANCES

This industry comprises establishments primarily engaged in retailing household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings via direct sale to customers by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543902 DIRECT SELLING, BOOKS, PERIODICALS, VIDEOS, AND COMPACT DISCS

This industry comprises establishments primarily engaged in retailing books, periodicals, videos, and compact discs (CDs) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543903 DIRECT SELLING, OTHER MERCHANDISE

This industry comprises establishments primarily engaged in retailing stationery; cosmetics; building material; hardware; lawn and garden supplies; grocery items (except food for immediate consumption); apparel and accessories; proprietary medicines; used merchandise; sporting goods; jewelry; tobacco products; and other merchandise not elsewhere classified via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

PART 2. 1997 NAICS

45439 OTHER DIRECT SELLING ESTABLISHMENTS

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

454390 OTHER DIRECT SELLING ESTABLISHMENTS

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543901 DIRECT SELLING, FURNITURE, HOME FURNISHINGS, ELECTRONICS, AND APPLIANCES

This industry comprises establishments primarily engaged in retailing household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings via direct sale to customers by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543902 DIRECT SELLING, BOOKS, PERIODICALS, VIDEOS, AND COMPACT DISCS

This industry comprises establishments primarily engaged in retailing books, periodicals, videos, and compact discs (CDs) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543903 DIRECT SELLING, OTHER MERCHANDISE

This industry comprises establishments primarily engaged in retailing stationery; cosmetics; building material; hardware; lawn and garden supplies; grocery items (except food for immediate consumption); apparel and accessories; proprietary medicines; used merchandise; sporting goods; jewelry; tobacco products; and other merchandise not elsewhere classified via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

Appendix C.

Methodology

SOURCES OF THE DATA

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent report forms to be completed for each of their establishments and returned to the Census Bureau. For most very small firms, data from existing administrative records of other federal agencies were used instead. These records provide basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization.

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

1. Establishments sent a report form:
 - a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 2002 as shown in the active administrative records of other federal agencies.)
 - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
2. Establishments not sent a report form:
 - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total sales of establishments covered in the census. Data on sales, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All nonemployers, i.e., all firms with no paid employees during 2002. Sales information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total sales of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at www.census.gov/econ/www/history.html.

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. Changes between 1997 and 2002 affecting this sector are discussed in the text at the beginning of this report. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

The method of assigning classifications and the level of detail at which establishments were classified depends on whether a report form was obtained for the establishment.

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line sales, and responses to other industry-specific inquiries.
 2. Establishments without a report form:
 - a. Small employers not sent a form were, where possible, classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1997 Economic Census. Otherwise, the classification was obtained from administrative records of other federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 2002 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.
 - b. Nonemployers were classified on the basis of information obtained from administrative records of other federal agencies.

RELIABILITY OF DATA

All data compiled in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- inability to identify all cases in the actual universe;
- definition and classification difficulties;
- differences in the interpretation of questions;
- errors in recording or coding the data obtained; and
- other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census report forms mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates, insofar, as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains limited information extracted from administrative records of other federal agencies, such as gross receipts from federal income tax records and employment and payroll from payroll tax records. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

Key tables in this report include a column for "Percent of sales from administrative records." This includes sales information obtained from administrative records of other federal agencies. The "Percent of sales estimated" includes sales information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which include location, kind of business or operation, sales, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total sales of all establishments included in the category. In a few cases, expansion on the basis of sales was not appropriate, and another basic data item was used as the basis for expansion of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the sales of establishments responding to the industry-specific inquiry as a percent of total sales for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

CONCENTRATION CATEGORIES

Concentration categories are based on aggregate sales of all establishments operated by the same firm in a given kind-of-business classification or group for which data are presented. For example, a firm operating three retail establishments – a furniture store (NAICS 4421), a home furnishings store (NAICS 4422), and an electronics and appliance store (NAICS 4431) – would be treated as three one-establishment firms at the most detailed NAICS level, as a two-establishment firm in NAICS 442 and a one-establishment firm in NAICS 443, and as a single three-establishment firm in Retail Trade totals (NAICS 44-45).

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

